



FOR IMMEDIATE RELEASE

smartpetlove to Introduce 70 New Items at Global Pet Expo 2017

(Novi, MI-March 2017) -smartpetlove is pleased to announce the launch of 70 new items during the Global Pet Expo in Orlando, Florida, taking place March 22-24, 2017.

In addition to 16 new styles of the popular durable dog toy line, **tender-tuffs**, smartpetlove is introducing a new **Puppy's 1st** line and a **simply essential** line to their product offerings.

Today, more than ever, customers feel their pets are members of the family...and puppies are their new babies. The **Puppy's 1st** line gives puppies and their pet parents the opportunity to create their first memories together with wonderfully engaging, fun toys, with a "baby's first look and feel". smartpetlove believes pet parents want to share these significant moments with their pets, and are certain your customers will share in that belief.

Simply essential by smartpetlove provides the essential products a pet parent needs through each life stage of their pet, from puppyhood to adulthood. The product line includes 35 basic items, such as crates, exercise pens, and tie out cables, which all distributors and stores need. The packaging has a clean look with easy to use sizing charts to help customers choose the size needed for their pet.

"We are also adding six new chew toys to our inventory," says Rob Emery, CEO. "These toys have TPR injected throughout the entire toy, reducing the chance of pets chewing off and ingesting little pieces. The toys are also designed to have multiple textures, keeping pets engaged for longer periods of time while promoting fun."

"In addition to our new products, we've also made upgrades and changes to some of our existing products," said Anjilla Young, Director of Marketing. "We take our core value of continuous improvement seriously. I encourage all to stop by our booth (#3591) to say hi and see what's new and what we've upgraded. Whether an existing partner or someone new to who we are, we love to talk "pets".

About smartpetlove

Our pets are more than just pets, they are family. At smartpetlove, we don't just understand that, we live it. We tap into the growing knowledge base in animal psychology to create smarter and more effective ways to care for our customers' furry family members. We design all of our products to speak to a pet's natural instincts in ways that alleviate anxiety, provide comfort and calm, promote play, and strengthen the bond between pet and pet parent to help create happy, harmonious homes. For more information, visit us at www.smartpetlove.com.

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